AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16.   (cancelled).

17.   (currently amended) A machine-implemented method, comprising:

storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;

retrieving a set of sponsored content based, at least in part, on said user specific data; and

integrating said sponsored content into a display generated by one from a group consisting of: an email client, an instant messaging client, and a website other than said search website.

18.   (previously presented) The method of Claim 17, wherein said user specific data includes a word or phrase upon which the user search for using said search website.

19.   (previously presented) The method of Claim 17, wherein said sponsored content has a higher priority on said display than other content on said display.

20.   (currently amended) The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:

displaying said sponsored content on said display using a characteristic of pre-existing content on said display, wherein said characteristic includes one ~~or more~~ from a group consisting of the following: a design of said ~~pre-exiting~~ pre-existing content, a motif of said ~~pre-exiting~~ pre-existing content, an organization of said

pre-exiting pre-existing content, and a layout of said pre-exiting pre-existing content.

21.   (previously presented) The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in an email client.

22.   (previously presented) The method of Claim 21, wherein the display of said one or more email messages comprising the display of said sponsored content is visually separated from the display of other email messages in said email client.

23.   (previously presented) The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:

displaying, at least a portion of, said set of sponsored content on a website other than said search website.

24.   (previously presented) The method of Claim 23, wherein the portion of sponsored content displayed on said website is displayed using the same design, motif, organization, or layout as other text on said website.

25.   (previously presented) The method of Claim 23, wherein the portion of sponsored content displayed on said website is a banner advertisement.

26.   (currently amended) A machine-readable medium carrying instructions, which when executed by one or more processors, causes a machine to perform the steps of:

storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;

retrieving a set of sponsored content based, at least in part, on said user specific data; and

integrating said sponsored content into a display generated by one from a group consisting of: an email client, an instant messaging client, and a website other than said search website.

27.   (previously presented) The machine-readable medium of Claim 26, wherein said user specific data includes a word or phrase upon which the user search for using said search website.

28.   (previously presented) The machine-readable medium of Claim 26, wherein said sponsored content has a higher priority on said display than other content on said display.

29.   (currently amended) The machine-readable medium of Claim 26, wherein said step of integrating said sponsored content into a display comprises:

displaying said sponsored content on said display using a characteristic of pre-existing content on said display, wherein said characteristic includes one ~~or more~~ from a group consisting of the following: a design of said ~~pre-exiting~~ pre-existing content, a motif of said ~~pre-exiting~~ pre-existing content, an organization of said ~~pre-exiting~~ pre-existing content, and a layout of said ~~pre-exiting~~ pre-existing content.

30.   (previously presented) The machine-readable medium of Claim 26, wherein said step of integrating said sponsored content into a display comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or

more email messages in an email client.

31.   (previously presented) The machine-readable medium of Claim 30, wherein the display

of said one or more email messages comprising the display of said sponsored content is

visually separated from the display of other email messages in said email client.

32.   (previously presented) The machine-readable medium of Claim 26, wherein said step of

integrating said sponsored content into a display comprises:

displaying, at least a portion of, said set of sponsored content on a website other than said

search website.

33.   (previously presented) The machine-readable medium of Claim 32, wherein the portion

of sponsored content displayed on said website is displayed using the same design, motif,

organization, or layout as other text on said website.

34.   (previously presented) The machine-readable medium of Claim 32, wherein the portion

of sponsored content displayed on said website is a banner advertisement.

35.   (new) The method of Claim 17, wherein said step of integrating said sponsored content

into a display comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or

more email messages in an IM client.

36.   (new) The method of Claim 26, wherein said step of integrating said sponsored content

into a display comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or

more email messages in an IM client.